



Sheila Dixon

Mayor,
Baltimore

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Mayor Dixon Announces “Cleaner Baltimore” Initiatives

Mayor’s anti-litter and debris campaign to engage citizens, civic groups and government to clean-up Baltimore; named staff to coordinate initiatives; announced plans for city-wide clean-up days.

Baltimore, MD (March 9, 2007) – Mayor Sheila Dixon announced a major initiative aimed at improving the cleanliness of Baltimore. The initiative, which was promised in her Inaugural and State of the City addresses, seeks to improve the efficiency of city services and increasing citizen involvement in making Baltimore a cleaner city.

“We need to face the dirty facts – we have a serious litter problem in our city,” said Mayor Dixon. “Baltimore is not unique, but we don’t have to live with litter – we can take action and my administration intends to lead the way.”

Mayor Dixon announced three new staff members who will closely coordinate the Mayor’s effort to make the city cleaner. Dubbed by the Mayor as the “Partners in Grime”, they will work out of the Mayor’s Office and Department of Public Works.

Celeste Amato was picked as Coordinator of the ‘Cleaner Baltimore’ initiative. Celeste will coordinate between the Mayor’s office and city agencies, community organizations and businesses. Valentina Ukwuoma was named Bureau Chief for the Bureau of Solid Waste. Val is charged with improving the quality of waste removal services. Tonya Simmons was named Recycling Coordinator for the Bureau of Solid Waste. Tonya will lead an effort to increase recycling throughout the Baltimore.

“The success of this initiative will touch every Baltimore citizen, business and visitor,” said Ms. Amato. “We are excited and honored to be leading this effort on behalf of the Mayor.”

To encourage citizens to become more involved in the initiative, Mayor Dixon stressed that city government must “lead by example”. She ordered the Bureau of Solid Waste to improve the cleanliness of their facilities and vehicles. Additionally, city agencies are now required to clean the exteriors and grounds of their offices. “If we are going to ask our citizens and our businesses to do a better job, then we must do a better job as well.”

As another part of the effort to increase citizen involvement, the Mayor’s Office, in a partnership with the Baltimore Community Foundation, issued a Request for Qualifications (RFQ) to

develop and implement a multi-media “Cleaner Baltimore” campaign. The anti-litter campaign will educate residents about their shared responsibilities in keeping the city clean. “Our goal is to change behavior,” said Mayor Dixon. “I want the residents of Baltimore to think of the city as an extension of their home.”

The Mayor announced “Operation Clean this House”, which will take place on Saturday, April 21st. Community groups and city employees will focus on cleaning the roads leading into Baltimore City.

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